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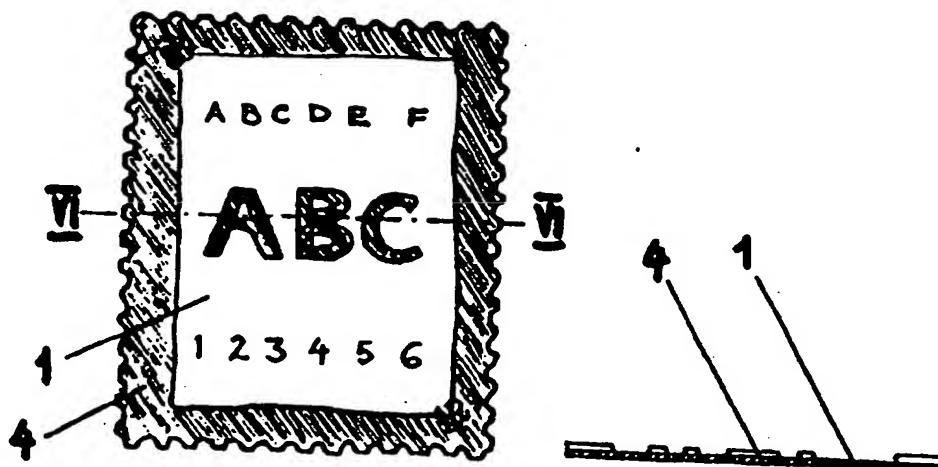
With international search report.

Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

(54) Title: STAMP WITH MESSAGE ON ITS REAR SIDE

(57) Abstract

A stamp arrangement, suitable for e.g. postal services, comprising a carrier means having a front side and a rear side, said front side provided with an imprint related to the stamp issuer, e.g. indicating at least the country of the stamp and a numerical, postal value, and said rear side provided with adhesive means, wherein said rear side is provided with an applied message, e.g. and advisory or postal information or of a commercial advertising type. The adhesive can be able to produce a taste, release a scent or change colour.



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Stamp with message on its rear side.

The present invention relates to a stamp arrangement comprising a carrier means having
5 a front side and a rear side, said front side provided with an imprint, e.g. related to the
stamp issuer, and said rear side provided with adhesive means.

The present invention also relates to a postal stamp arrangement comprising a carrier
means having a front side and a rear side, said front side provided with an imprint
10 which indicates at least the country of the stamp and a numerical, postal value, and said
rear side provided with adhesive means.

The various ways and means for providing information and advertising messages to the
public has over the years been ever increasing. However, postal stamps for sticking
15 onto an envelope or postcard for other types of postal mail or so-called "green shield
stamps" have not yet, apart from the front side of the stamp been provided with any
form of messages to the public or stamp user.

The type of stamps having an adhesive intended for application of moistures thereto,
20 e.g. by licking, before sticking the stamp onto the stamp support, are particularly
suitable for advertising purposes because the stamp user nearly always looks at the rear
of the stamp before licking. Further adhesive of the so-called self-sticking type would
also be suitable with the arrangement according to the present invention.

25 According to the present invention, the arrangements mentioned by way of introduction
have both as a characterizing feature that the rear side of the carrier means is provided
with an applied message. The said message may e.g. be a postal information or a
message of a commercial advertising type. The postal information could e.g. be of the
type stating that the stamp is suitable for particular types of mail delivery or it could
30 indicate e.g. other postal services.

The message could, if of commercial, advertising type, be anything suitable for sales
promotion of an article or e.g. for the benefit of some campaign.

35 Within the scope of invention, the arrangement could have the message located inter
mediate said rear side and said adhesive. This would imply that the message is printed
or applied onto the rear of the carrier means before the adhesive is applied onto the rear
of the carrier means.

As an alternative the message could be provided on the adhesive rearmost surface of the arrangement. This means in fact that the message is applied or printed on the adhesive.

- 5 In a still further embodiment of the present invention, the said adhesive means forms said message by selective application of said adhesive on said rear side. Thus, the adhesive itself constitutes message on the rear of said carrier means. In order to provide proper adhesion to a support on which the stamp is applied by means of said adhesive, the adhesive means should at least have such disposition on the rear of the carrier
- 10 means, that adequate sticking onto a supporter means for said stamp is provided.

In connection with a particular article, to be advertised, said adhesive could contain a substance which produces a taste related to the readable content of the messages upon application of moisture to the adhesive. In such case, the substance is suitably of an

15 edible material.

As a further alternative, the adhesive means could contain a substance which releases a scent upon application of moisture to the adhesive means or removal of a peel-off tab or sheet covering said adhesive means if the adhesive means is of the self-sticking type.

20 Further, it could be envisaged that the adhesive means is of a type which changes its colour upon application of moisture thereto, thereby creating an enhanced contrast between the applied message and its surroundings (adjacent space) or background (the carrier means).

25 If the adhesive means is of the self-sticking type, then it could be of such composition that it changes its colour upon removal of a peel-off tab or sheet covering said adhesive means.

30 The invention is now to be described with reference to the enclosed drawings showing a preferred embodiment, according to the invention, and alternative, also preferred embodiments of the invention.

Fig. 1 shows a first, preferred embodiment of the present invention.

35 Fig. 2 is section II-II of Fig. 1.

Fig. 3 is a second embodiment of the arrangement according to the invention.

Fig. 4 is section IV-IV of Fig. 3.

Fig. 5 shows a third preferred embodiment of the arrangement according to the invention.

Fig. 6 shows section VI-VI of Fig.5.

Figs. 7, 8 and 9 are related to fourth, fifth, and sixth embodiments, respectively of the invention and represent a modification of figures 1, 2; 3,4 and 5,6 respectively.

The stamp embodiments of Figs. 1, 3 and 5 show the stamp arrangement from the rear. The stamp has a carrier means 1, suitably of postal stamp paper. The rear side of the carrier means is provided with an applied message 2, suitably through printing thereon on top of the applied message and the remainder of the rear side of the carrier 1 on which no message has been applied, there is provided adhesive means 3 e.g. of the type suitable for moistening in order to stick a stamp onto a support, e.g. an envelope or a postcard. The adhesive could as an alternative be of the self-sticking type.

Fig. 3 shows the alternative stamp having a carrier means 1, suitably of the same type as that in Fig. 1 and with an adhesive layer 3 applied over the full surface of the rear side of said carrier means. Thereafter the message is applied onto the adhesive, rearmost surface of the arrangement, as clearly shown in Fig. 4 so that, as seen in Fig. 4 the message is located on top of the adhesive. This embodiment is particularly suitable for existing stamps having no message applied on the rear side of the carrier means.

In Fig. 5, as well as in the cross section in Fig. 6, it is seen that the adhesive and message is the very same element 4 of the postal stamp arrangement. This means that the adhesive means forms the message by selective application of the adhesive on rear side of the carrier means 1. It is also particularly noted that the adhesive is particularly located along the border of the stamp in order to provide adequate sticking of the stamp onto a stamp support, e.g. an envelope. Suitably, the adhesive 4 according to Figs. 5 and 6 could be applied in a single colour forming a suitable contrast with the colour of the carrier means, or could be provided in multiple colours, e.g. by letting the border or "frame" have one colour and the letters and figures have different colour, in the example shown. However, this should not be construed as a limitation to the invention.

On the contrary, any suitable, selected application of the adhesive on said rear side of the carrier means should be envisaged.

Irrespective of the embodiments of Figs. 1-6 elected, the invention proposes to provide
5 an adhesive means containing a substance capable of producing a taste upon application of moisture to the adhesive, e.g. by licking the stamp adhesive. The taste could e.g. be related to the readable content of the message. This would be particularly suitable when the message is related to a sales item, e.g. of edible nature. Thus, it will be readily understood that the substance should be of an edible material.

10

Figs. 7, 8 and 9 are related to the case where the adhesive means is of the self-sticking type, in which case there is a necessity for the use of a removable peel-off tab or sheet 5, which upon removal lets the adhesive means become exposed.

15 As further alternatives, the adhesive means could contain a substance capable of releasing a scent upon application of a moisture to said adhesive means or removal of a peel-off tab or sheet covering said adhesive means if of a self-sticking type.

20 As still further alternatives, the adhesive means could be of a type which changes its colour upon application of moisture thereto or removal of a peel-off tab or sheet covering said adhesive means if of a self-sticking type.

Patent claims.

1.

A stamp arrangement comprising a carrier means having a front side and a rear side, said front side provided with an imprint, e.g. related to the stamp issuer, and said rear side provided with adhesive means, wherein said rear side is provided with an applied message.

2.

A postal stamp arrangement comprising a carrier means having a front side and a rear side, said front side provided with an imprint, which indicates at least the country of the stamp and a numerical, postal value, and said rear side provided with adhesive means, wherein said rear side is provided with an applied message.

3.

The arrangement according to claim 1, wherein said message is an advisory information.

4.

The arrangement according to claim 2, wherein said message is a postal information.

5.

The arrangement according to claim 1, wherein said message is of a commercial advertising type.

6.

The arrangement according to claim 2, wherein said message is of a commercial advertising type.

7.

The arrangement according to claim 1, wherein said message is located intermediate said rear side and said adhesive.

8.

The arrangement according to claim 2, wherein said message is located intermediate said rear side and said adhesive.

9.

The arrangement according to claim 1, wherein said message is provided on the adhesive, rearmost surface of the arrangement.

5 10.

The arrangement according to claim 2, wherein said message is provided on the adhesive, rearmost surface of the arrangement.

11.

10 The arrangement according to claim 1, wherein said adhesive means forms said message by selective application of said adhesive on said rear side.

12.

15 The arrangement according to claim 2, wherein said adhesive means forms said message by selective application of said adhesive on said rear side.

13.

20 The arrangement according to claim 1, wherein said adhesive contains a substance capable of producing a taste related to the readable content of said message upon application of moisture to said adhesive.

14.

25 The arrangement according to claim 6, wherein said adhesive contains a substance capable of producing a taste related to the readable content of said message upon application of moisture to said adhesive.

15.

The arrangement according to claim 13, wherein the substance is of an edible material.

30 16.

The arrangement according to claim 14, wherein the substance is of an edible material.

17.

35 The arrangement according to claim 1, wherein said adhesive means contains a substance which releases a scent upon application of moisture to said adhesive.

18.

The arrangement according to claim 2, wherein said adhesive means contains a substance which releases a scent upon application of moisture to said adhesive.

5 19.

The arrangement according to claim 1, wherein said adhesive means is of the self-sticking type.

20.

10 The arrangement according to claim 2, wherein said adhesive means is of the self-sticking type.

21.

15 The arrangement according to claim 19, wherein said adhesive means contains a substance which releases a scent upon removal of a peel-of tab or sheet from said adhesive means.

22.

20 The arrangement according to claim 20, wherein said adhesive means contains a substance which releases a scent upon removal of a peel-of tab or sheet from said adhesive means.

23.

25 The arrangement according to claim 1, wherein said adhesive means is of a type which changes its colour upon application of moisture to said adhesive means.

24.

The arrangement according to claim 2, wherein said adhesive means is of a type which changes its colour upon application of moisture to said adhesive means.

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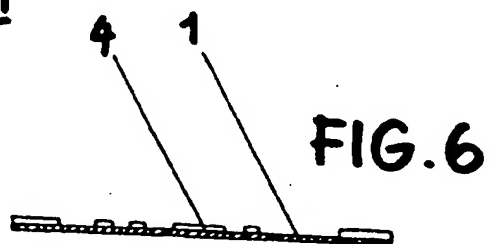
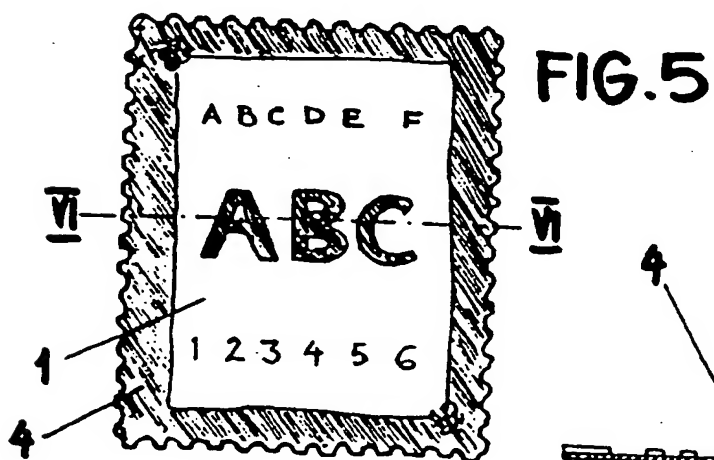
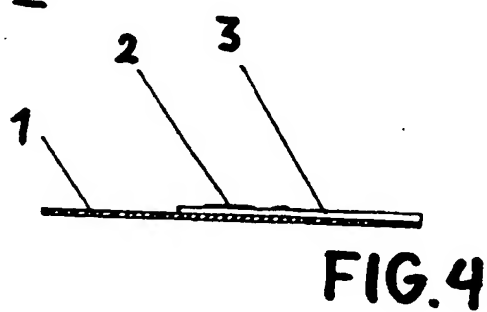
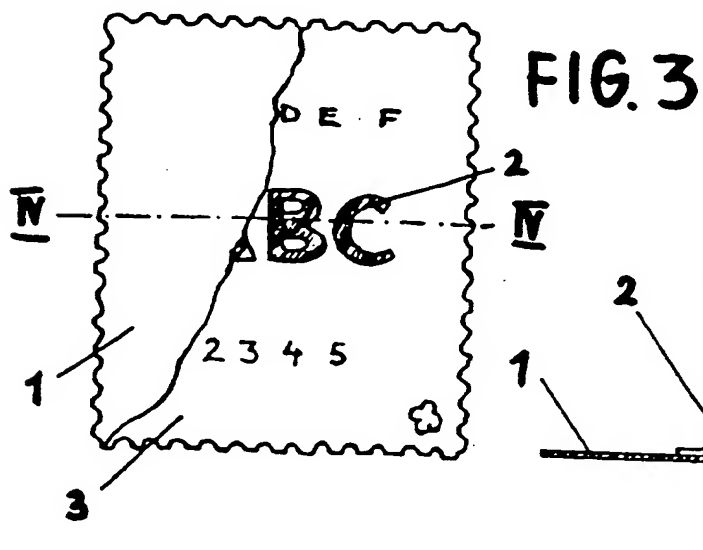
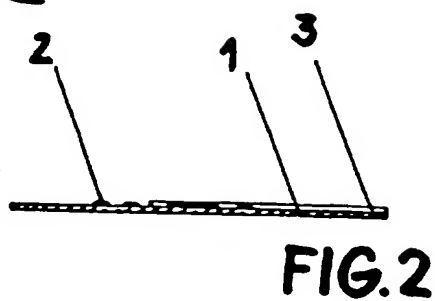
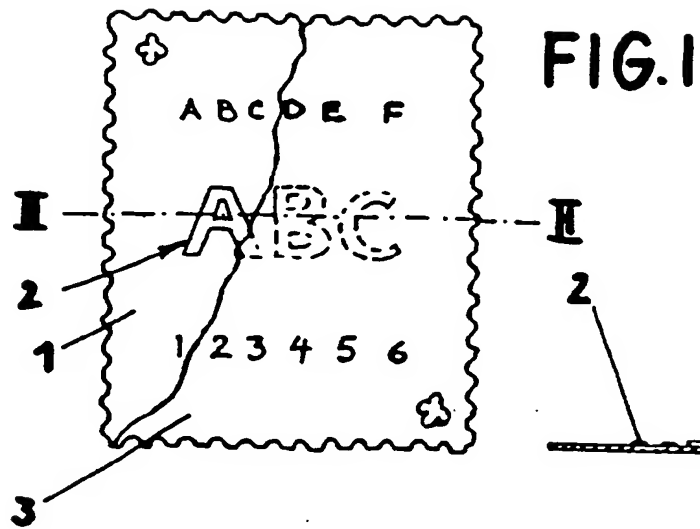
25.

The arrangement according to claim 1, wherein said adhesive means is of a self-sticking type and changes its colour upon removal of a peel-of tab or sheet covering said adhesive means.

35

26.

The arrangement according to claim 2, wherein said adhesive means is of a self-sticking type and changes its colour upon removal of a peel-of tab or sheet covering said adhesive means.



2/2

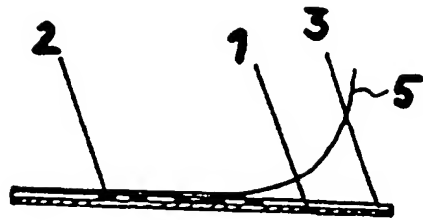


FIG. 7

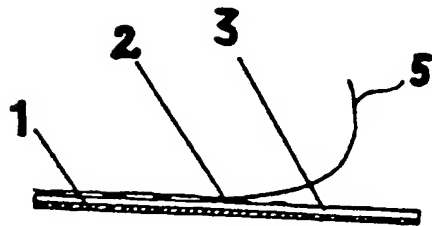


FIG. 8

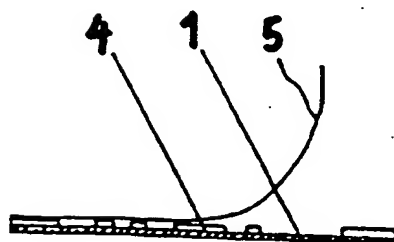


FIG. 9

INTERNATIONAL SEARCH REPORT

International application No.

PCT/NO 95/00173

A. CLASSIFICATION OF SUBJECT MATTER

IPC6: G09F 3/02

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC6: G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

SE,DK,FI,NO classes as above

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	FR 610256 A (JACQUES-BENJAMIN-MARIE DE LESSEPS ET AL), 2 Sept 1926 (02.09.26), column 1, line 4 - line 11, figures 2,4,5	1-3,5-8
Y	--	19,20
X	US 5149139 A (W. KAULE), 22 Sept 1992 (22.09.92), column 3, line 33 - line 35; column 3, line 61 - line 67; column 4, line 66 - line 68	1,2,4,7-10
A	column 4, line 50 - line 59	15,16
X	US 2156018 A (FERDINAND W. HUMPHNER), 25 April 1939 (25.04.39), page 1, column 2, line 35 - line 38	1,2,4,9,10,23,24
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☒ Further documents are listed in the continuation of Box C.☒ See patent family annex.

• Special categories of cited documents:

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Date of the actual completion of the international search

Date of mailing of the international search report

27 June 1996

28 -06- 1996

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/NO 95/00173

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 1985834 A (JAY B. LAWRENCE), 25 December 1934 (25.12.34), page 1, column 1, line 25 - line 31	1,2,4,11,12
A	page 1, column 2, line 1 - line 9	23,24
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Y	GB 2257112 A (LEIGH-MARDON PTY LIMITED), 6 January 1993 (06.01.93), page 4, line 3 - line 14	19,20
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X	US 3136424 A (S.B. SILVERSCHOTZ), 9 June 1964 (09.06.64), column 2, line 57 - line 63	1,2,4,7,8
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A	US 5298268 A (J.W. MAEGLI), 29 March 1994 (29.03.94), column 1, line 55 - line 58; column 3, line 42 - line 50	13-16
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A	EP 0041842 A1 (SMITH & MCLAURIN LTD.), 16 December 1981 (16.12.81), page 1, line 17 - line 29; page 11, line 11 - line 24	13-18
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A	US 4606956 A (J.W. CHARBONNEAU ET AL), 19 August 1986 (19.08.86), column 1, line 59 - line 64; column 2, line 34 - line 49; column 4, line 29 - line 37, column 7, line 54 - line 66	1,2,7,8,21, 22,25,26
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Box I Observations where certain claims were found unsearchable (Continuation of Item 1 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:
2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box II Observations where unity of invention is lacking (Continuation of Item 2 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

Claims 1-4 concerns a stamp with an advisory or postal message on its rear side.
Claims 5,6,14,16 concerns a commercial message.
Claims 7-12 concerns the location of the message.
Claims 13,15 concerns a stamp with an adhesive that produce taste.
Claims 17,18 concerns a stamp with an adhesive that release a scent.
Claims 19-22 concerns a stamp with a self sticking adhesive.
Claims 23-26 concerns a stamp with a colour changing adhesive.

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☒ As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest.
☐ No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

Information on patent family members

01/04/96

International application No.

PCT/NO 95/00173

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
FR-A- 610256	02/09/26	NONE	
US-A- 5149139	22/09/92	DE-A, A, C 3514852 US-A- 5267754	30/10/86 07/12/93
US-A- 2156018	25/04/39	NONE	
US-A- 1985834	25/12/34	NONE	
GB-A- 2257112	06/01/93	NZ-A- 243318	27/01/95
US-A- 3136424	09/06/64	NONE	
US-A- 5298268	29/03/94	AU-A- 5081293 CA-A- 2142834 WO-A- 9404039	15/03/94 03/03/94 03/03/94
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US-A- 4606956	19/08/86	AU-B, B- 568782 AU-A- 5005385 CA-A- 1264673 EP-A, A, B 0189656 SE-T3- 0189656 JP-A- 61156084 KR-B- 9409077	07/01/88 26/06/86 23/01/90 06/08/86 15/07/86 29/09/94